

Message Text

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PAGE 01 PRAGUE 03568 150947Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
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R 150905Z DEC 77
FM AMEMBASSY PRAGUE
TO USDOC WASHDC
INFO SECSTATE WASHDC 4331
AMEMBASSY VIENNA

UNCLAS PRAGUE 3568

USDOC FOR BEWT

VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJECT: PRAGOTHERM 77

1. PRAGOTHERM IS SMALL ANNUAL TRADE FAIR ON HEATING, VENTILATING, AND AIR CONDITIONING EQUIPMENT. 1977 EDITION OF THIS EVENT (SPONSORED BY MINISTRY OF FUELS AND ENERGY) WAS HELD IN PRAGUE NOVEMBER 16-23, AND EMPHASIZED INDUSTRIAL HEATING EQUIPMENT AND INSULATION MATERIALS AND DEVICES. THOUGH A FEW FIRMS CAME WITH ITEMS SUCH AS PIPE FITTINGS WHICH FIT ANY THEME AND CZECHOSLOVAKS INSERTED KITCHEN STOVES AND WATER HEATERS, MOST EXHIBITORS STAYED WITH MAJOR THEME.

2. PRE-SHOW PUBLICITY ADVERTISED 130 EXHIBITORS FROM 16 COUNTRIES, BUT EMBOFF COUNTED ONLY 11 SEPARATE COUNTRIES THOUGH CLOSE TO ADVERTISED NUMBER OF EXHIBITORS APPEARED. MAJORITY OF FIRMS WERE FROM WEST WITH ONLY CZECHO-SLOVAKIA, EAST GERMANY, HUNGARY, POLAND AND YUGOSLAVIA FROM "SOCIALIST" WORLD. AS USUAL, WEST GERMANS AND AUSTRIANS WERE MOST HEAVILY REPRESENTED,
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AND ONE AMERICAN FIRM (HONEYWELL) ATTENDED UNDER ITS AUSTRIAN BANNER. THERE WERE NO GOVERNMENT SPONSORED EXHIBITS FROM THE WEST.

3. SHOW HAS NO POTENTIAL FOR USDOC SPONSORED PARTICIPATION, BUT MAY BE OF INTEREST TO INDIVIDUAL FIRMS IN THIS SPECIALIZED FIELD.

FROWICK

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Message Attributes

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Disposition Approved on Date:
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Disposition Date: 01-Jan-1960 12:00:00 am
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TAGS: BEXP, CZ
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